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8/4/58

fashion calendar

january

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

january - 1959

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february - 1959

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march - 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, AUGUST 2, 1958</u>			
Thursday July 31 10:00 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS Martin's will present college fashions to the press. By invitation. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	EXECUTIVE OFFICES 6TH FLOOR
Beginning Thursday July 31	OPENING OF PARIS COUTURE COLLECTIONS July 31: 10:00 A.M.--Dior; 2:15 P.M.--Griffe; 5:00 P.M.--Sauve, Lise; 5:30 P.M.--Lutece. (Aug. 1: Balenciaga, Givenchy--for buyers). Aug. 1: 10:00 A.M.--Desses; 2:15 P.M.--Coste; 3:00 P.M.--Sagardoy; 3:30 P.M.--Carminie; 5:00 P.M.--Irmone, Heduy. Aug. 2: 2:30 P.M.--Ardanse. Aug. 4: 2:15 P.M.--Raphael. Aug. 5: 3:30 P.M.--Bourgade. Aug. 6: 3:00 P.M.--Linker; 5:00 P.M.--Renal. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Friday August 1 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE SHOP Preview for press of Stern's college fashions. By invitation. (College shop, 3rd floor, will open Monday, August 4.) Publicity: Barbara Lawrence, LO. 5-7960, Ext. 570.	STERN BROTHERS	EXECUTIVE DINING ROOM 6TH FLOOR
Saturday August 2- August 6	SPRING FASHIONS IN SHOE FABRICS Individual members of National Shoe Fabric Association will show Spring fashions in shoe fabrics. Contact: Rea Lubar, OX. 7-4998.	NATIONAL SHOE FABRIC ASSOCIATION	HOTEL LEXINGTON LEXINGTON & 48TH ST.
<u>WEEK BEGINNING MONDAY, AUGUST 4, 1958</u>			
Monday August 4 11:00 A.M.	PRESS PREVIEW: COLLEGE SHOP Arnold Constable will invite the press to a preview of their College Shop opening. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Monday August 4 4:00 P.M.	PRESS PREVIEW OF COLLEGE FASHIONS A & S will preview their college fashions to the press. By invitation. College shop will open Thursday, August 7, 3rd floor. Publicity: Eileen Goldburg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	RESTAURANT 4TH FLOOR
Tuesday August 5- August 6	SEMI ANNUAL LEATHER SHOW Exhibit hours: August 5--9:00 A.M. to 7:00 P.M. August 6--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 5 9:30 A.M. Breakfast	FABRIC PREVIEW: RESORT AND SPRING COTTONS "Portrait of America"--Wamsutta's new cotton fashions. Preview for press only. August 5, <u>breakfast</u> at 9:30, <u>show</u> at 10:00. By invitation. Buying offices and retail stores August 6, <u>breakfast</u> at 9:30, <u>show</u> at 10:00. By invitation. Open house for trade August 5 and 6 from 1:30 to 5:00, shows at 3:00 and 4:30; August 7 from 9:30 to 5:00, shows at 10:00, 3:30 and 4:30. Contact: Liz Daly, OX. 5-4330, Ext. 318.	WAMSUTTA MILLS	1430 BROADWAY SHOWROOM - 8TH FLOOR
Wednesday August 6 10:00 A.M.	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS Gimbels will present a press preview of college and career fashions. By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR BRIDAL SHOP
Wednesday August 6 2:30 P.M.	SPRING AND SUMMER SHOE STYLE CONFERENCE Clinic presentation by fashion editors of "Vogue" Magazine, outlining for members of the shoe and allied fashion industries the important domestic and foreign trends in apparel fabrics, color and silhouette, which will influence the shoe style picture. Also, new developments in leather market and incoming shoe design trends. Admission by ticket only. Contact: Nat'l Shoe Retailers, 274 Madison Ave., MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Thursday August 7 9:30 A.M.	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS Ohrbach's will preview their college and career collection to the press. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR
Thursday August 7 10:00 A.M. 12:00 Noon	PRESS PREVIEW OF DOLLS' EXHIBIT -Exhibition of a varied group of antique and modern dolls, dating from 1773 to the present day, all dressed in their original costumes, and many with complete wardrobes. Included will be a series of dolls from each generation, showing changing fashion trends; also, a soldier in the uniform of the Seventh Regiment. Coinciding with annual convention of United Federation of Dolls' Clubs in New York on August 14, 15, 16. Open to public, August 13-October 12. Publicity: Ruth McAneny Loud, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE 103RD TO 104TH STS.
Sunday August 10- August 14	FIFTY-THIRD JEWELERS' CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS' ASSOCIATION	WALDORF-ASTORIA
Tuesday August 12 4:00 P.M.	PRESS PREVIEW: SPRING AND SUMMER FABRICS Berkshire Hathaway will present their cotton prints and patterns for Spring and Summer 1959. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	BERKSHIRE HATHAWAY, INC.	1430 BROADWAY SHOWROOM - 18TH FLOOR
Wednesday August 13 9:30 A.M. Breakfast	PRESS PREVIEW: CELANESE "WORLD OF IDEAS" Macy's introduces to the press the Celanese new "World of Ideas" in decorating suggestions for Fall. By invitation. Publicity: Rene Kuhn, OX. 5-4400, Ext. 2683.	MACY'S	13TH FLOOR EXECUTIVE DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 18 11:00 A.M.	FASHIONS FOR SUBTEENERS AND GIRLS A fashion show for subteeners and girls will be presented at Russeks. Commentator: Pat DiSernia, Fashion and Merchandising Director of "American Girl." By invitation. Publicity: Pauline Greene, Charles J. Charney, FL. 7-0955.	RUSSEKS	FIFTH AVE. AT 36 ST. 6TH FLOOR
Monday August 18 4:30 P.M.	PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Bergdorf Goodman will preview Fall fashions by Virginie of Paris, exclusive at "Miss Bergdorf" Shop. By invitation. Publ: Florence Neff, FL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF SHOP 4TH FLOOR
Tuesday August 19 9:15 A.M. Breakfast	PRESS PREVIEW: MEN'S SPRING SPORTSWEAR Preview for press of men's Spring and Summer sportswear for '59 in Fuller fabrics. Showing at 9:45 A.M. By invitation. Publicity: Stella Epstein, Director of Men's Wear Promotion, OX. 5-1700, Ext. 8149.	FULLER FABRICS	1460 BROADWAY LOUNGE - 2ND FLOOR
Wednesday August 20 12:00 Noon Luncheon; 4:30 P.M. Cocktails	PRESS PREVIEW: HOLIDAY AND RESORT FASHIONS "The Marriage of Tycora and Lace" showing of Tycora lace fashions for the whole family. <u>Cocktail at 12:00 Noon for press. Cocktails at 4:30 P.M. for trade.</u> By invitation. Publicity: Alma Triner, Daniel J. Edelman Associates, 40 East 34th Street, LE. 2-3933.	TYCORA YARNS	SAVOY-HILTON SAVOY ROOM
Wednesday August 20 2:30 P.M. Champagne	PRESS PREVIEW: SUITS BY DAVID CRYSTAL Best's will preview Fall travel suits by David Crystal, inspired by Pan American's new jet plane. By invitation. Publicity: Barbara Birkelund, FL. 9-2000.	BEST & CO.	PAN AMER. CLIPPER CLUB 38TH & 1ST (RM. M-14)
Thursday August 21 9:30 A.M.	PRESS PREVIEW: BACK-TO- SCHOOL FASHIONS Press preview of Fall children's back-to-school fashions, including coats, suits, dresses, sportswear. By invitation. Publ: Mark Klauser, OX. 5-4000.	OHRBACH'S	6TH FLOOR
Wednesday August 27- August 28	PRESS SHOWING: SPRING AND SUMMER FABRICS Presentation of fabrics containing Du Pont's textile fibers, for women's and children's wear. (Trade--Sept. 2 to Sept. 30). By invitation. Contact: Press--Pat Patterson, LO. 3-6400, Ext. 303; Trade--Ethel Radon, Ext. 484.	DU PONT COMPANY	EMPIRE STATE BUILDING SHOWROOM - 4TH FLOOR
Sept. 1	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 2 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will preview their custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, FL. 3-7300.	BERGDORF GOODMAN	SALON 2ND FLOOR
Tuesday Sept. 2- Sept. 5	EXHIBIT OF PARIS IMPORT COLLECTION Du Pont will stage an exhibit of their Paris import fashions in fabrics containing Du Pont fibers. For press and trade. By invitation. Contact: Press--Pat Patterson, LO. 3-6400, Ext. 303; Trade--Ethel Radon, Ext. 484.	DU PONT COMPANY	EMPIRE STATE BUILDING SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 3 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND ACCESSORIES Press preview of boutique "Made-in-Europe" collection of fashions and accessories. By invitation. Publicity: Nancy Ranck, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Wednesday Sept. 3 2:30 P.M. Demi-Tasse	PARIS IMPORTS: PREVIEW AND REPORT Press preview of the American Rayon Institute's Paris collection, with a report by Jeanne Pierre. Showing also Sept. 4, 5, 8 and 9 at 2:30 P.M. By invitation. Publicity: Ruth Hammer Associates, EL. 5-7872.	AMERICAN RAYON INSTITUTE	EMPIRE STATE BUILDING 59TH FLOOR
Thursday Sept. 4 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-ORDER Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Friday Sept. 5 11:30 A.M.	PRESS PREVIEW OF COUNTRY CASUALS Press preview by Bergdorf Goodman of the Guy LaRoche country casuals for Fall. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Monday Sept. 8 3:00 P.M.	PRESS PREVIEW: IMPORTS AND CUSTOM ORDER Preview for the press of Hattie Carnegie's custom-order originals and imports. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Tuesday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's Fall import collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday Sept. 9 12:15 P.M. Luncheon	REPORT ON PARIS COLLECTIONS Report on Paris collections by Betsy Talbot Blackwell, Editor-in-Chief, "Mademoiselle", at a luncheon. Price: \$6.00. Contact: Frances Duehren, WI. 7-0324.	N.Y. FASHION DESIGNERS, INC. (1457 BROADWAY)	SHERATON-ASTOR EAST ROOM
Wednesday Sept. 10 8:30 A.M. Breakfast	PREVIEW: MEN'S AND BOYS' FASHIONS FOR 1959 Preview for press and resident buyers of Du Pont's fashions for men and boys for Spring and Summer, 1959. By invitation. Publicity: Wright Johnson, LO. 3-6400, Ext. 259.	DU PONT COMPANY (350 FIFTH AVENUE)	HOTEL STATLER SKYTOP ROOM
Wednesday Sept. 10 9:30 A.M.	PRESS PREVIEW OF IMPORT ORIGINALS Preview for press of Macy's "line-for-line" designer import originals. By invitation. Publicity: Nancy Ranck, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Wednesday Sept. 10 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Showing of Harry Frechtel's Fall coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Frechtel contact: PE. 6-1310.	HARRY FRECHTEL (205 W. 39TH ST.)	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 10 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Elizabeth Arden will invite the press to preview her Fall and Winter ready-to-wear originals, designed by Count Sarmi. By invitation only. Publicity: Alan McGeehan at Rasponi Associates, Inc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Thursday Sept. 11- Sept. 21	NINTH ANNUAL HOME FURNISHINGS SHOW Special feature this year will be a Chromspun "House of Color" by Eastman Chemical Products. Rooms designed by Beverly Reitz, Hector Grant, Isabel Barringer, Freitag and Bachstein. (Press preview Wed., Sept. 10). Publicity: Nan Morrison, Harold J. Siesel Co., 216 East 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
Sept. 15	ROSH HASHONAH--First Day of Jewish New Year (Monday).		
Sept. 16	ROSH HASHONAH--Second Day of Jewish New Year (Tuesday).		
Tuesday Sept. 16 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Hattie Carnegie's Fall fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Carnegie contact: PL. 5-2600.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 16 3:00 P.M.	PREVIEW OF FALL AND WINTER COLLECTION Eleanora Garnett will present her Fall and Winter custom collection to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Sept. 16 6:30 P.M.- 9:00 P.M.	FALL FASHION CAREER COURSE Eleven Tuesday evening sessions with 50 fashion experts discussing and describing their work in round-table sessions: <u>Sept. 16</u> --ready-to-wear; <u>Sept. 30</u> --accessories; <u>Oct. 7</u> --fabrics; <u>Oct. 14</u> --the fashion markets; <u>Oct. 21</u> --the facets of buying; <u>Oct. 28</u> --the meanings of coordination; <u>Nov. 11</u> --selling fashions visually; <u>Nov. 18</u> --selling fashions in print; <u>Nov. 25</u> --selling via the fashion show; <u>Dec. 2</u> --new fields to conquer; <u>Dec. 9</u> --job getting techniques. Director: Helen Faith Keane. Price of course: \$16.00. Each session: \$2.50. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM
Wednesday Sept. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Fontayne's Fall fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Fontayne contact: PL. 3-6677.	FONTAYNE (331 EAST 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 17 4:00 P.M.	PRESS PREVIEW OF RESORT SWIMSUITS Caltex will preview their Resort swimsuits to the press. By invitation. Contact: Bette Satyn, MU. 9-2100.	CALTEX OF CALIFORNIA, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 18 11:30 A.M.	SHOWING OF FALL INTERNATIONAL FASHIONS Fashions by Curriel of Milan; Fabrini of Rome; Frederick Starke of London; Bernard Newman of the U.S. By invitation. Publ: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18 3:30 P.M.	PRESS PREVIEW: RESORT & CRUISEWEAR Flexees will present their '59 collection to trade and buyers. By invitation. Contact: Wynne McGovern or Barbara Friedman, MU. 9-2100.	FLEXEES	417 FIFTH AVENUE SHOWROOM
Friday Sept. 19 9:00 A.M. & 12:00 Noon	SEMI-ANNUAL FRENCH SHOW The Fashion Group will present its semi-annual fashion show of French imports, at breakfast and luncheon meetings. Co-chairmen: Margaret de Mille and Edith Raymond. (More details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Sept. 21- Sept. 27	NATIONAL TIE WEEK. Contact: The Men's Tie Foundation, 432 Fourth Ave., MU. 3-8455.		
Sept. 22- Sept. 29	NATIONAL SWEATER WEEK. Contact: Knitted Outerwear Foundation, 386 Fourth Ave., MU. 3-7520.		
Sept. 23	FIRST DAY OF AUTUMN (Tuesday).		
Tuesday Sept. 23 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Custom-order furs by Emeric Partos will be presented to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Sept. 24	YOM KIPFUR--Jewish Day of Atonement (Wednesday).		
Thursday Sept. 25 3:30 P.M. Cocktails	PREVIEW: NEW DYE PROCESS Arnold, Hoffman & Co. will preview color effects in their new fiber-reactive dye--"Procion." By invitation only, to press, designers and stylists. Contact: Frances Van Hall, MU. 2-3326.	ARNOLD, HOFFMAN & CO. (PROVIDENCE, R.I.)	HOTEL ROOSEVELT MADISON ROOM
Tuesday Sept. 30 12:00 Noon Luncheon	SWIMWEAR FASHIONS AT LUNCHEON SHOWING Preview of the Rose Marie Reid 1959 swimsuit collection to press and buyers. By invitation. Publ: Virginia Dickson at Rose Marie Reid, PE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Wednesday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON MEETING Vera Maxwell will present her Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Vera Maxwell contact: Virginia Dickson, OX. 5-1838 or LO. 3-4358. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	VERA MAXWELL (530 SEVENTH AVENUE)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 8 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Else Fritz will present Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: PL. 8-0111. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE ROOF GARDEN
Thursday Oct. 9 12:00 Noon	HOME FURNISHINGS LUNCHEON MEETING Chairman: Maude Basserman. (More details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

MUSIC...MOVIES...THEATRE

Week Of July 31	FINAL WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM
	<u>Thur. July 31:</u> Kurt Weill Concert--Soloists in their Stadium Debuts: Lotte Lenya, Betty Kent, Charlotte Rae, Scott Merrill, Maurice Edwards. Music from: "Hayy End", "One Touch of Venus".
	<u>Sat., Aug. 2:</u> Eleventh Annual Rodgers & Hammerstein Night--Soloists: Elaine Malbin, Claramae Turner, William Tabbert and Jack Russel. Music: "Carousel", "Oklahoma", "South Pacific", "The King and I".
	<u>Mon., Aug. 4:</u> Van Cliburn Special Post-Season Concert--Tchaikovsky's Concerto in B-flat minor; Rachmaninoff's Concerto #3 D minor. Publicity: Miss Alix Williamson, CI. 6-4462.
Wednesday August 6	PREMIERE: "THE NAKED AND THE DEAD" (Movie) CAPITOL THEATRE, B'WAY & 51ST. The film, based on the Norman Mailer novel of World War II, stars: Aldo Ray, Cliff Robertson, Raymond Massey, Lilli St. Cyr and Barbara Nichols. A Warner release, it was produced by Paul Gregory; directed by Raoul Walsh. Musical Score: Bernard Herrmann. Color by WarnerScope-Technicolor. Publicity: Tess Michaels, CI. 5-6000.
Monday August 11	REVIVAL: "AUNTIE MAME" N.Y. CITY CENTER, 131 WEST 55TH STREET Sylvia Sidney stars in 3-week revival of the comedy by Jerome Lawrence and Robert E. Lee, based on novel by Patrick Dennis. Directed by: Charles Bowden. Staging from original production by Morton da Costa. Publicity: Martin Shwartz, CO. 5-2630.
Thursday August 14	PREMIERE: "THE RELUCTANT DEBUTANTE" (Movie) RADIO CITY MUSIC HALL, 50TH & 6TH Rex Harrison and Kay Kendall will star in an Avon production from MGM in CinemaScope and Metrocolor. Comedy will co-star John Saxon, Sandra Dee and Angela Lansbury. Based on play by William Douglas Home. Director: Vincente Minnelli. Producer: Pandro S. Berman. Costumes: Pierre Balmain; Sandra Dee's costumes by Helen Rose. Publicity: Dan Terrell, JU. 2-2000.
Saturday Sept. 20-Sept. 21	GRENADIER & SCOTS GUARDS MADISON SQUARE GARDEN, 8TH AVE. & 49TH Three performances of Her Majesty's Brigade of Guards, the Regimental Band of the Grenadier Guards and the Massed Pipers and Highland Dancers of Scots Guards, presented by S. Hurok. Publicity: Frank Braden, CI. 6-5500.
Thursday Oct. 2	OPENING: "A TOUCH OF THE POET" PRODUCERS THEATRE, 165 WEST 46TH STREET The Eugene O'Neill play will co-star Helen Hayes, Betty Field, Eric Portman and Kim Stanley. Director: Harold Clurman. Sets: Ben Edwards. Publicity: Barry Hyams, CO. 5-4784.
Thursday Oct. 9	OPENING: "GOLDILOCKS" LUNT-FONTANNE THEATRE, 205 W. 46TH ST. Producers' Theatre will present the new musical by Jean and Walter Kerr. Music: Leroy Anderson. Choreography: Agnes de Mille. Starring: Ben Gazzara, Elaine Stritch and Russel Nye. Director: Walter Kerr. Publicity: Barry Hyams, CO. 5-4784.
Tuesday Oct. 14-Nov. 5	"THEATRE NATIONAL POPULAIRE" BROADWAY THEATRE, B'WAY AT 53RD STREET S. Hurok presents direct from Paris, under the direction of Jean Vilar, this world-famous repertory company on its first visit to this country. Featuring Gerard Philipe, Maria Casares and M. Vilar. Publicity: Martin Feinstein, CI. 5-0500.